

ORDER

**KSNV**

Orders
Order / Rev: 108373
Alt Order #: 06868697
Product Desc: PATRIOT MAJ USA
Estimate: 2278
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 12/06/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	41	\$96,200.00	\$81,770.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	41	\$96,200.00	\$81,770.00	0.00
Totals	41	\$96,200.00	\$81,770.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	24%	\$96,200.00
Market	100%	\$400,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$100,208.33
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$100,208.33
KTUD	1%	\$4,008.33
KVVU	20%	\$80,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$20,041.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,200.00		0.00				

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Advertiser: Patriot Majority
 Product Desc: PATRIOT MAJ USA
 Estimate: 2278
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					2	\$1,200.00		0.00			
E 2	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					2	\$2,000.00		0.00			
E 3	KSNV	11/06/12	11/06/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS CHANGE IN DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----					1	\$2,000.00		0.00			
E 4	KSNV	10/30/12	11/05/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$3,800.00	1	0.00	NM	4	\$15,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					4	\$3,800.00		0.00			
E 5	KSNV	11/06/12	11/06/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHOW REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----					1	\$3,800.00		0.00			
E 6	KSNV	10/30/12	11/05/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					3	\$1,000.00		0.00			
E 7	KSNV	11/06/12	11/06/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----					1	\$1,000.00		0.00			
E 8	KSNV	10/30/12	11/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					3	\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/30/12-11/05/12		The Agenda 1230pm		1230-1p	MTWThF----	:30		(\$650.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 9	KSNV	11/06/12	11/06/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS 4: THE AGENDA REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----					1	\$650.00		0.00			
E 10	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					3	\$650.00		0.00			
E 11	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					3	\$1,200.00		0.00			
E 12	KSNV	10/30/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$1,800.00	1	0.00	NM	3	\$5,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			3			\$1,800.00		0.00			
E 13	KSNV	10/30/12	11/05/12	M-F Early News	CM	5-630p	MTWTF--	:30	3	\$3,600.00	1	0.00	NM	3	\$10,800.00
				M-F Early News											
EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			3			\$3,600.00		0.00			
E 14	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$1,350.00	1	0.00	NM	3	\$4,050.00
				Sa-Su Early News											
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			3			\$1,350.00		0.00			
E 15	KSNV	10/30/12	11/05/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF--	:30	3	\$3,400.00	1	0.00	NM	2	\$6,800.00
				M-F Jeopardy/Wheel of Fortune											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			3			\$3,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/30/12-11/05/12		M-F Jeop/Wheel		630-730pm	MTWThF----	:30		(\$3,400.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 16	KSNV	11/03/12	11/03/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$1,050.00	1	0.00	NM	1	\$1,050.00
				WKND Jeop/Wheel											
JEOPARDY/ Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1			\$1,050.00		0.00			
E 17	KSNV	11/05/12	11/05/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
				Monday Prime 8-10pm											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$8,000.00		0.00			
E 18	KSNV	11/05/12	11/05/12	Mon PR 10-11p	CM	10-11pm	M-----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Monday Prime 10-11pm											
Revolution N/A 10-22															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$6,400.00		0.00			
E 19	KSNV	10/31/12	10/31/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Wednesday Prime 10-11pm											
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$6,400.00		0.00			
E 20	KSNV	10/30/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$2,800.00	1	0.00	NM	2	\$5,600.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			2			\$2,800.00		0.00			
E 21	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1			\$2,800.00		0.00			
Totals														41	\$96,200.00